

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, February 25, 2015

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Riley Hasson, Shawn Kornegay, Kristin Schwab, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 4:25 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from December 17, 2014 and January 28, 2015

Shawn Kornegay moved to approve the minutes from December 17, 2014. Kristin Schwab seconded the motion. The minutes were approved unanimously.

Ms. Kornegay moved to approve the minutes from January 28, 2015. Ms. Schwab seconded the motion. The minutes were approved unanimously.

4. Review of Winter Fun Week

Kathleen Paterson reported that Winter Fun Week received good publicity. She noted that for next year, it would be good to find a better way to track how many people are attending events as part of the week. She said that the UConn Alumni Association's Storrs Center Stroll had over 250 participants.

Cara Workman said she spoke to the Alumni Association and they said they spoke to a business owner who said they had more traffic during the Storrs Center Stroll than during the other events.

Riley Hasson commented that it seemed like a lot of students came out for the Stroll.

Ms. Schwab wondered if a similar event could be done with the Alumni Association during Homecoming.

Ms. Moran asked Ms. Paterson to send a formal letter thanking the Alumni Association for their work on the event.

Ms. Moran asked Ms. Paterson to ask the businesses for feedback on Winter Fun Week before the Committee decides whether to do it again in 2016.

5. Update on work with ATION

Ms. Paterson reported that she and Ms. van Zelm had met with the new ATION team to get started on their project for the spring semester, a tourism video or a couple of short videos promoting Downtown Storrs.

Ms. Moran commented that the students should include arts programming at UConn as part of the video.

Ms. Workman suggested contacting UConn Communications to see if they would share some of their film from the video they did of Storrs Center.

6. Discussion of Town Square donor event

Ms. van Zelm updated the Committee on the progress of the Town Square with regards to the roof, trellises, sculpture, and light pylons. She said the goal is to have a donor recognition event in May.

Ms. Kornegay and Ms. Workman volunteered to assist with the event. **Ms. van Zelm will send them the task list [Done].**

The Committee discussed possible types of music to have for the public celebration part of the event and agreed by consensus to try to attract the widest audience possible.

The Committee discussed different ways to add to the celebratory feeling of the event and asked Ms. Kornegay, Ms. Workman, and Ms. van Zelm to consider ways to make it fun for the community.

Ms. van Zelm will work on a budget for the event [Done].

(Ms. Schwab exited at 5:40 pm)

7. Discussion on potential summer event

Ms. Paterson updated the Committee on the status of the potential art event. She said that other groups were not able to either assist or to take on the planning required.

The Committee reviewed the events already scheduled to take place on the Town Square in the summer, including the donor event, Mansfield Parks and Recreation's Summer Concert Series, and the National Puppetry Festival. By consensus, the Committee agreed to forgo a summer art event in light of the schedule and limited staff resources.

8. Update on draft Town Square policies

Ms. van Zelm explained that the Board of Directors had reviewed and commented on the draft ordinances and policies. She said she has made revisions based on their feedback and that the Board will review the revised ordinances and policies at their March meeting.

9. Adjourn

Ms. Workman moved to adjourn. Ms. Kornegay seconded the motion. The motion was approved.

The meeting adjourned at 6:00 pm.